



WYOMING DEPARTMENT OF REVENUE  
Liquor Division

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**GENERAL SAMPLING GUIDELINES FOR VENDORS & INDUSTRY REPRESENTATIVES**

- Shipments of product samples directly to the licensed industry representative or licensed retailer are illegal and expressly prohibited.
- All samples are subject to approval by the Wyoming Liquor Division. A (3) working day advance notice shall be provided to WLD for all samples. Requests for samples withdrawn from WLD INVENTORY shall be placed using your industry representative ELIQUOR 2.0 Online Ordering account. All applicable charges for PREPAID samples or samples withdrawn from WLD INVENTORY will be invoiced to the licensed industry representative. **Payment in full is due by the 20th of the following month.** Be aware, if invoice is past due, the licensed industry representative account will be put on a "Check with Order" status. Samples may be shipped to a retailer designated by the industry representative with the retailer's regular order, provided the rep has obtained prior approval from the retailer. Samples not included with a retailer's order may incur a minimum delivery charge.
- PREPAID samples shipped to WLD must include a packing slip. The packing slip must include the industry representative name, the vendor of record name, and itemized details of product shipped. Do not ship samples of distilled spirits and wine together in the same box, only one metric size allowed per box.
- Distilled spirits and wines intended for sampling purposes shall be shipped in the smallest available size. If a particular product is not available in a size within the quantity limitations of this section, an industry representative may furnish the next largest size to a retailer. The product shall be shipped to the Liquor Division as a prepaid sample, or may be withdrawn from WLD inventory (if the product is listed).
- The industry representative shall advise the Wyoming Liquor Division in advance, of the intended use of the sample, the type of event, location of event.
- Sample product may not be used as a direct gift or as a product discount based upon licensee's current or future purchases.
- The following charges will be assessed for PREPAID product:  
**Detailed packing slip is required from vendor.**
  - A. Incoming freight if applicable
  - B. State Excise Tax
  - C. Handling charge of \$5.00 per case
  - D. Outgoing freight \$4.50 per case

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- The following charges will be assessed for product withdrawn from WLD INVENTORY:
  - A. F.O.B. case cost
  - B. Incoming freight
  - C. 17.6 % markup (rounded up to full penny)
  - D. State Excise Tax
  - E. Split case charge if applicable
  - F. State and Laramie County Sales Tax
  - G. Outgoing freight \$4.50 per case

In addition to the general guidelines described above for samples, the following also applies:

**1. SAMPLING SPIRITS AND WINES TO LICENSED RETAILERS**

Manufacturers, through their Wyoming industry representatives, are authorized to furnish samples to licensed retailers. Samples may be provided only to retailers who have not previously purchased the brand of distilled spirits or wine being offered by the industry representative.

Restrictions on quantity of samples furnished to any retailer at any one time include:

- No more than 500 ml of any brand of distilled spirits,
- No more than 1.5 liter of any brand and label of wine. Total wine furnished cannot exceed more than 3 liters.
- No representative (regardless of the number of vendors represented) shall withdraw spirits and/or wines in quantities greater than the following:
  - A. Thirty-six (36) nine (9) liter cases in any given calendar year.
  - B. One (1) case of the same label of the same brand in any given month.
- Sample product shall have the seal broken at the time of presentation to the licensee or their designated management employee.

**2. DONATIONS OF SPIRIT AND WINE PRODUCTS TO NON-PROFIT ORGANIZATIONS FOR CHARITABLE EVENTS OR FUND RAISING PROJECTS**

Manufacturers, through their Wyoming industry representatives, may provide gifts of product to causes and events deemed worthy by the industry. The following stipulations shall be met:

- The manufacturer shall designate a temporary licensed industry representative if their product line is not currently represented by a Wyoming industry representative.
- A permanent record of the event dates, locations, quantity of product by label and brand used is to be maintained by the licensed industry representative. Such records will be provided to the Wyoming Liquor Division within twenty (20) working days upon receipt of such request.
- Quantity of donated product to non-profit organizations and/or charitable events shall be excluded from the numerical limitations set forth in the sampling policy to licensed retailers.

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**3. VENDOR REPRESENTATIVES FURNISHING ALCOHOLIC BEVERAGES TO TRADE SHOWS, CONVENTIONS, CONSUMER TASTINGS, ON-PREMISE LICENSEE EMPLOYEE TRAINING PURPOSES**

Manufacturers, through their Wyoming industry representatives, may furnish alcoholic beverages to trade shows, conventions, consumer tastings.

- No more than two (2) cases of the same label and brand may be withdrawn for any given event.
- A permanent record of the event dates, locations, quantity of product by label and brand used is to be maintained by the industry representative. Such records will be provided to the Wyoming Liquor Division with twenty (20) working days upon receipt of such request.
- Quantity of product used for above listed events shall be excluded from the numerical limitations set forth in the sampling policy.
- 50 ml spirits or 187 ml wines used for "neckers" will be excluded from numerical limitations.